



MARKETPLACE SYSTEM

MANUAL DE USUARIO

EXPORTADOR - TOSTADOR

Este manual explicará paso a paso como utilizar el sistema de Marketplace

Rainforest Alliance - Marketplace

Este manual le dará una introducción paso a paso sobre como utilizar el manual de usuario para exportadores, importadores, tostadores. Puede navegar a través del manual.

- 1) Utilizando el **menú de navegación** que está en la parte superior.
- 2) Presionando los botones **“siguiente y anterior”** al final de cada página para hacerlo paso a paso.
- 3) Presionando una de las **Preguntas más Frecuentes** listados abajo para recibir respuesta a lo que busca.

Preguntas más frecuentes

1. [¿Qué es Rainforest Alliance Marketplace?](#)
2. [¿Qué debo hacer para registrarme?](#)
3. [¿Cómo sé que mi empresa está registrada?](#)
4. [¿Cómo puedo cambiar mi contraseña?](#)
5. [¿Cómo hago para cambiar información de mi empresa o agregar nuevos contactos a mi perfil?](#)
6. [¿Cómo puedo realizar una venta?](#)
7. [¿Cómo realizo una compra?](#)
8. [¿Cómo registro mis consumos?](#)

Preguntas más frecuentes

9. [¿Dónde puedo publicar una oferta de venta?](#)
10. [¿Cuál es el nuevo proceso para el uso del sello?](#)

¿Qué es Rainforest Alliance - Marketplace?

- n Una herramienta automatizada para proporcionar trazabilidad en la cadena de suministro del café “de la finca a la taza”
- n Un directorio en línea para estimular ventas, conectando a los vendedores y a los compradores
- n Un recurso para información y apoyo de mercadeo.



Welcome to the Rainforest Alliance Certified™ Marketplace —
the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products.

MEMBER ACCOUNT ADMINISTRATION

You have control! From here you can quickly and easily manage your member account. Update your contact information, brand portfolio and distribution, add staff members to the newsletter list and more!

RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL

Track certified coffee throughout the Rainforest Alliance Certified™ sustainable value chain — from farm to roasting facility! This is your complete coffee supply management solution.

RAINFOREST ALLIANCE CERTIFIED™ USE OF SEAL GUIDELINES

The entire design submission process is streamlined online for all members who are using the Rainforest Alliance Certified™ seal on packaging and related promotional materials.

MARKETING TOOLS

Maximize your investment in the little green frog! Now you've made the commitment to support sustainability, we offer some best practices on how you can build consumer loyalty and increase your sales.

MEMBERS DIRECTORY

Networking made easy! Looking for green coffee from Colombia? Tropical fruit as an ingredient? Cocoa for a chocolate bar? Roasted beans in bulk for your hotel? Find and connect with fellow buyers and suppliers of Rainforest Alliance Certified™ farm products.

SHOP CERTIFIED GUIDE

Now consumers can find you through our Shop Certified Guide. This valuable promotional benefit is actively promoted to all in the Rainforest Alliance family!



Registro de nuevo usuario



PASO 1: Ingrese al portal de Marketplace por medio del link:
<https://ra.eximware.net/RA/>



Si usted compra y vende productos certificados de Rainforest Alliance por primer vez, es necesario que se registre, para obtener los beneficios que se describen a continuación.

Beneficios



- Aparecerá en el Directorio de Miembros
- Capacidad para localizar a los productores y compradores en toda la cadena de valor sostenible
- Acceso al uso del sello de Rainforest Alliance TM sello
- Valiosos materiales de promoción que incrementan sus ventas
- Reportes exclusivos que demuestran la demanda de productos sostenibles

Registrarse aquí

Register Here!

Registro de nuevo usuario



PASO 2: Deberá seleccionar el producto o los productos que desea comprar o vender, si el producto no se encuentra en la lista puede especificarlo en Otros.

Products*

Please indicate which Rainforest Alliance Certified™ products you are selling and/or buying. Check all that apply.

<input type="checkbox"/> Coffee	<input type="checkbox"/> Cocoa	<input type="checkbox"/> Bananas
<input type="checkbox"/> Citrus	<input type="checkbox"/> Passion Fruit	<input type="checkbox"/> Pineapples
<input type="checkbox"/> Ferns	<input type="checkbox"/> Flowers	<input type="checkbox"/> Macadamia
<input type="checkbox"/> Tea	<input type="checkbox"/> Heart of Palm	<input type="checkbox"/> Orange Juice
<input type="checkbox"/> Mango	<input type="checkbox"/> Guava	<input type="checkbox"/> Plantains
<input type="checkbox"/> Cupuacu	<input type="checkbox"/> Acai	<input type="checkbox"/> Rubber
<input type="checkbox"/> Mulberries	<input type="checkbox"/> Vanilla	<input type="checkbox"/> Avocado
<input type="checkbox"/> Aloe Vera	<input type="checkbox"/> Chestnuts	<input type="checkbox"/> Onion
<input type="checkbox"/> Grapes	<input type="checkbox"/> Kiwi	<input type="checkbox"/> Other, Please Specify <input type="text"/>

Registro de nuevo usuario



Company Information

Name of Company*

Name of Holding or Parent Company

PASO 3: Ingrese la información que requerimos especialmente con *.



NOTA: Si usted desea registrarse de nuevo, puede utilizar su mismo correo electrónico, cambiando una de las letras a inicias mayúscula, para que el sistema lo reconozca como nuevo correo, p/e:

sucorreo@gmail.com

ahora:

Sucorreo@gmail.com

Name of Holding or Parent Company			
Primary Contact Information			
First Name*			
Last Name*			
User ID*			
User ID*	(your email address)		
	(please re-enter email address for verification)		
Position*			
Office Address*			
City*			
Province / State			
Postal Code / Zip			
Country*	Select Country		
Office Telephone*			
Facsimile			
Customer Service Telephone			
Website / URL			
(This is the number that will appear in our Shop Certified Guide that consumers find your products and brands easily.)			
Secondary Contact Information			
First Name			
Last Name			
Position			
Office Address			
City			
Province / State			
Postal Code / Zip			
Country	Select Country		
Office Telephone			
Facsimile			
Email			



Es importante que pueda llenar la información de un segundo contacto.

Registro de nuevo usuario



PASO 4: Seleccione el ó los tipos de negocios a lo que su empresa se dedica.

Type of Business*

Please indicate your type of business. Check all that apply, as your company will be listed in the Membership Directory under all selected categories.

<input type="checkbox"/> Airline/Rail Service	<input type="checkbox"/> Business & Institutional (Offices)	<input type="checkbox"/> Chocolate Processor
<input type="checkbox"/> Coffee Retail Shop (does not roast)	<input type="checkbox"/> Coffee Roaster/Retailer	<input type="checkbox"/> Coffee Roaster/Wholesaler
<input type="checkbox"/> Convenience Store Chain	<input type="checkbox"/> Exporter	<input type="checkbox"/> Food Processor/Manufacturer
<input type="checkbox"/> Foodservice/Away from Home	<input type="checkbox"/> Hotel/Lodging	<input type="checkbox"/> Importer
<input type="checkbox"/> Independent Grocer (e.g. speciality shop, co-op)	<input type="checkbox"/> Ingredient Supplier (e.g. cocoa powder, coffee extract, fruit puree)	<input type="checkbox"/> Mass Market Retailer/Department Store
<input type="checkbox"/> Museums/Galleries/Parks	<input type="checkbox"/> Online Retailer/Direct Mail	<input type="checkbox"/> Producer
<input type="checkbox"/> Restaurant	<input type="checkbox"/> SAN (Sustainable Agriculture Network) member	<input type="checkbox"/> Supermarket
<input type="checkbox"/> University & College Campus	<input type="checkbox"/> Wholesale/Distributor	<input type="checkbox"/> Other, Please Specify <input type="text"/>



NOTA: Si usted nada más vende al mercado interno, no exporta su producto, también deberá seleccionarlo.

Registro de nuevo usuario



PASO 5: En ésta opción puede listar las marcas que su producto tiene actualmente.

Product Brand Names

Please list your company's primary food and/or beverage consumer brands.

Add
→

Remove
←



Registro de nuevo usuario



PASO 6: En **Company Profile** usted decidirá si desea que su empresa aparezca publicada en el Directorio del portal.

Company Profile

Your company listing automatically appears in the Membership Directory AND in the Shop Certified Guide -- premium benefits we offer exclusively to our registered members. The Membership Directory allows other businesses identify your company as a source of Rainforest Alliance Certified™ products. The Shop Certified Guide will enable consumers find your products in their locality or online. If you do not want to avail of these member benefits, please check the box below. You may change this status at any time by simply updating your Member Profile once you log in to the portal.

☒ Yes ☐ No

Company Description

Please describe your company and the Rainforest Alliance Certified™ products you offer. (A m

Puede realizar una descripción de lo que se dedica su empresa, cuanto tiempo tiene de ser certificada RAC, etc. Puede observar algunos ejemplos.

Example 1.- Rivera Roasters, located in Johannesburg, South Africa, prides itself in sourcing premium quality coffees from around the world. We roast in small batches to ensure consistency and perfection. We work with our buyers to blend and roast signature blends for both retail and foodservice and offer 24-hour delivery. We proudly support the Rainforest Alliance's mission by offering a selection of coffee from certified farms.

Registro de nuevo usuario



PASO 7: Newsletter es uno de los beneficios que ofrece el portal de Marketplace, ya que ofrecemos información de mercados, noticias y artículos. Solamente debes de ingresar la información que se necesita.

First Name

Last Name

Title

Email

First Name

Last Name

Title

Email

First Name

Last Name

Title

Email



NOTA: Si no deseas recibir éste beneficio, dar clic en el cuadro que se te indica. ☐



Registro de nuevo usuario



TERMS AND CONDITIONS OF USE OF THE PORTAL

Last Modified: February 15, 2007

This Rainforest Alliance Certified™ Marketplace Portal (the "Portal") is offered by Rainforest Alliance, Inc. ("RA", "we" or "us") to all companies buying or selling Rainforest Alliance Certified™ ("RAC") products or promoting them under the RAC certification mark. Access to the Coffee Traceability Tool, RAC™ Use of Seal Guidelines of this Portal is available only to companies that complete RA's registration process and

RAINFOREST ALLIANCE PRIVACY POLICY

Last Revised: February 15, 2007

Our Commitment To Privacy

This privacy policy applies to the Rainforest Alliance Certified™ Marketplace Portal (the "Portal") offered by Rainforest Alliance, Inc. ("RA", "we" or "us") to all companies buying or selling Rainforest Alliance Certified™ ("RAC™") products or promoting them

☐ I have read the user agreement and privacy policy and agree to its terms

PASO 8: User Agreement & Privacy Policy

La Política de Privacidad demuestra que Rainforest Alliance valora la información que usted ingrese en el portal, por lo tanto deberá leer detenidamente los términos y condiciones.

Al finalizar dar clic en éste botón.

Previous

Proceed



Verifique su registro

MEMBER REGISTRATION PREVIEW

Please carefully read the information you have entered. If you wish to make any changes, check the Edit button to return to the registration form.

Company Information	
Name of Company	Guatemaya Farm
Name of Holding or Parent Company	
Primary Contact Information	
Primary Contact Name	Isabella Gamboa
User ID (email address)	cmedRano@ra.org
Position	General Manager
Office Address	4a. Avenida 9-88 zona 15,
City	Guatemala
Province / State	
Postal Code / Zip	
Country	Guatemala
Office Telephone	502 5629878
Facsimile	
Customer Service Telephone	
Website / URL	
Products	Coffee, Bananas
Type of Business	Exporter, Producer
Product Brand Names	
Online Members Directory and Shop Certified Guide	Yes
Company Description	Cafe de Antigua, con excelente aroma y calidad, certificado bajo el sello de Rainforest Alliance desde el 2004.
Your Business Clients	Coffee Roaster/Retailer, Importer (green coffee), Processor/Manufacturer
Regional Distribution	Japan, Belgium, United States
Purchasing or Offering Rainforest Alliance Certified™ Products	No
Plan in Future	Yes

[Previous](#)
[Proceed](#)


Cuando haya terminado de ingresar la información, puede verificar si todos los datos están correctos, si todo está bien puede dar clic en **Proceed**, de lo contrario selecciona el botón de **Previous**.



Directorio de empresas registradas



**RAINFOREST ALLIANCE
CERTIFIED MARKETPLACE**



Para revisar en el directorio si mi empresa está registrada, debe dar clic aquí.



A continuación deberá seleccionar el **Producto** y el **País** para poder buscar la publicación de su empresa, luego da clic en el botón de **Search**.

DIRECTORY AND OFFERS

SEARCH FOR MEMBERS

Search for farmers and business partners in all segments of the value chain who are buying or selling Rainforest Alliance Certified™ farm products.

Refine your search requirements to meet your needs by selecting one or more search options. For example, to source certified flowers from Mexico, select Flowers from the Products column and Mexico from the Origin column, or to find green coffee from Costa Rica, select Coffee from the Products column, Costa Rica from the Origin column, and Importer for the Business column. Or enter the contact or name of company you are looking for.

Product	Country	Business	Distribution	Company	Contact	Result Per Page
Select ▼	Select ▼	Select ▼	Select ▼			All ▼

Search

Can't find what you are looking for?

Our program is growing rapidly so if the tropical agricultural product you grow or want to purchase is not listed here, please [contact us](#). It may be in the pipeline!

Please note that the listings in this directory are generated from each member's registration, and while we encourage all our members to update their profiles regularly, the Rainforest Alliance is not responsible for the accuracy of the information available.



Directorio de empresas registradas

Company Description

Company Agrícola San Agustín Las Minas S.A.
Farm Name San Agustín Las Minas
Office Address Guatemala
Primary Contact Edgar Ramírez
3eramirezsoberanis@yahoo.com

Phone

Fax

Business Type

Producer

Brands

Distribution Range

Company Description

Company Guatemaya Farm
Office Address 4a. Avenida 9-88 zona 15,, Guatemala, Guatemala
Primary Contact Isabella Gamboa
cmekano@ra.org

Phone

502 5629878

Fax

Business Type

Exporter, Producer

Brands

Distribution Range

Belgium, Japan, United States

Company Description

Cafe de Antigua, con excelente aroma y calidad, certificado bajo el sello de Rainforest Alliance desde el 2004.

Descripción de las
empresas
registradas



Cambio de contraseña

En el momento de haberse registrado, el sistema envía un password automáticamente a su correo electrónico, el cual puede ser cambiado por el usuario, siguiendo los siguientes pasos.

1. Puede realizar el cambio en el momento de ingresar con su usuario al portal de Marketplace, encontrará la opción en la parte superior izquierda.



2. Luego encontrará este cuadro, donde debe de ingresar su contraseña anterior, y la que quiere colocar como nueva, lo ingresa y acepta.

Change your password (must have min. 8 & max. 20 characters)	
Enter your current password:	<input type="password"/>
Enter your new password:	<input type="password"/>
Confirm your new password:	<input type="password"/>



"Mi Perfil"

Si el usuario está interesado en actualizar la información de su empresa, podrá hacerlo, al ingresar al Portal de Marketplace y en Administration selecciona **Member Profile**, en el cual podrá hacer los cambios que él necesite.

Welcome Isabella, Guatemalan Farm

marketplace home * help * contact * change password * logout

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

Directors & Office

My Account * Traceability * Use of Seal * Marketing Tools

Member Profile

All fields marked * are mandatory.

Products*

Please indicate which Rainforest Alliance Certified™ products you are selling and/or buying. Check all that apply.

<input checked="" type="checkbox"/> Coffee	<input type="checkbox"/> Cocoa	<input checked="" type="checkbox"/> Banana
<input type="checkbox"/> Citrus	<input type="checkbox"/> Pear	<input type="checkbox"/> Pomegranate
<input type="checkbox"/> Heart of Palm	<input type="checkbox"/> Macadamia	<input type="checkbox"/> Orange Juice
<input type="checkbox"/> Passion Fruit	<input type="checkbox"/> Dragonfruit	<input type="checkbox"/> Tea
<input type="checkbox"/> Apple	<input type="checkbox"/> Pear	<input type="checkbox"/> Other
<input type="checkbox"/> Tamarind	<input type="checkbox"/> Other, Please Specify: _____	

Company Information

Name of Company*

Name of Holding or Parent Company

Primary Contact Information	Secondary Contact Information
First Name* <input type="text" value="Isabella"/>	First Name <input type="text" value=""/>
Last Name* <input type="text" value="Garcia"/>	Last Name <input type="text" value=""/>
User ID* <input type="text" value="mad@ra.org"/>	Position <input type="text" value=""/>
(your email address)	Office Address <input type="text" value=""/>



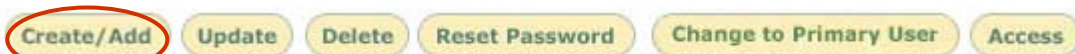
"Acceso a nuevos usuarios"

El sistema permite crear o agregar nuevos accesos de usuarios de su empresa, nada más necesita seguir las siguientes instrucciones.

1. Ingresar en Administration
2. Seleccionar **Member Access**

<div> Administration Traceability Use of Seal Marketing Tools </div> <div> Member Access Member Profile Member Report </div>					
MEMBER USER ACCESS					
Select	User ID	User Name	User Department	Creation Date	Status
<input type="radio"/>	cmedRano@ra.org	Isabella Gamboa	General Manager	Jan 22, 09	Active

3. Presionar el botón **Create/Add**



© 2006 - 2009 Rainforest Alliance ■ User Agreement ■ Privacy Policy

4. Deberá de ingresar la información para el nuevo usuario en éste cuadro.

MEMBER USER ADD			
Company Information			
Name of Company	Guatemaya's Farm		
Name of Holding or Parent Company			
User Contact Information			
First Name*	<input type="text"/>	City*	Guatemala
Last Name*	<input type="text"/>	Province / State	<input type="text"/>
User ID* (your email address)	<input type="text"/>	Postal Code / Zip	<input type="text"/>
User ID* (Please re-enter email address for verification)	<input type="text"/>	Country*	Guatemala
Position*	<input type="text"/>	Telephone	<input type="text"/>
Office Address*	<input type="text"/>	Facsimile	<input type="text"/>



"Registro de una venta"

PASO 1:

1. Ingresar en Traceability
2. Seleccionar **My Transactions**
3. Para registrar la venta del producto certificado que usted vendió a su cliente, haga clic en **"New Sale"**

LAZARO IS AN EXPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number.

All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Shipment Date (From / To)	Current Request Status	Transaction Type
<div>All</div> <div>Brazil</div> <div>Colombia</div> <div>Costa Rica</div> <div>El Salvador</div>	<div>All</div> <div>123</div> <div>Bethany's Wonderful Coffee</div> <div>Brona's Java</div> <div>Coffee, Roaster</div> <div>DJ Exporting</div>	<div>All</div> <div>DJ Exporting</div> <div>Lazaro Tovar Does All</div>	<div>All</div> <div>Aguadas</div> <div>Arabica Undergrade</div> <div>Armenia</div> <div>Bahia</div> <div>Bucaramanga Excelso EP</div>	<div></div> <div></div> <div>Use calendar to select dates</div>	<div>All</div>	<div>All</div> <div>Buy</div> <div>New Sale</div> <div>Sell</div>

Results per page: All

Producer:

All

'Cooperativa, Agrícola Integral "Adelante Chanmagua" R.L'

Asociación Guardabosques de la Vereda la Argentina - ASOGUAR

Asociación de Caficultores Alto del Obispo

Cooperativa de Mercadeo Agropecuario Ltda. - Coomagro Ltda.

Daterra Atividades Rurais Ltda. (fazendas Boa Vista, Tabuoes, Santo Inácio, Bu

Search Reset

New Sale

Edit

Delete

Consume

Sell

Upload Sales



“Elaboración de Certificados de Transacción de Venta”

PASO 2:

NEW SALES ENTRY

Coffee Information at Shipment Level

Certificate of Transaction No.	To be Assigned
Buyer Contract No.*	P 1234
Seller Contract No.*	S 2324
Transaction Date*	Feb 12, 2007
Customer*	Coffee Importer
Origin*	Colombia
Crop Year*	2006-2007
Price Basis*	FOB
Pricing*	<input type="radio"/> Differential <input checked="" type="radio"/> Fixed
Price	135 U.S. cents per pound
Destination Country*	United States
Load Port*	Select Load Port
Destination Port*	NEW ORLEANS

El nombre del cliente aparecerá si está registrado (inscrito)

Ingresar datos del contrato



NOTA:

Incorpore los datos en el Marketplace cuando envía o entrega café certificado de Rainforest Alliance a un cliente.

Incorpore los datos cuando envía café certificado Rainforest Alliance internacional como una venta FOB/C&F.



"Elaboración de Certificados de Transacción de Venta"

PASO 2:

Coffee Information at Container Level

Number of Containers or Farm Origins in this Shipment (whichever is greater) **# de contenedores o fincas**

** At least one field required.

Copy	Local No./ Warehouse Receipt No. **	Container No.**	ICO/Shipment Marks*	Lot / SKU No.	Seal No.	Quality*	Farm Name*	Quantity*	Growing Region
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Select Quality ▾	Select Farm Name ▾	<input type="text"/>	Select Measure ▾ Select Growing Region ▾

Previous

Proceed

Haga clic para continuar

Seleccionar el nombre de la finca de la que venderá el café.



NOTA:

No Incorpore los datos cuando crea el contrato de ventas.

Incorpore los datos si usted entrega el café verde certificado a un cliente doméstico.



"Revisión de Certificado de Transacción"

PASO 3:

Coffee Information at Shipment Level

Certificate of Transaction No. 374

Buyer Contract No. 8395
 Seller Contract No. KU9302
 Transaction Date Sep 25, 2008
 Customer Bethany's Wonderful Coffee Co.
 Origin Brazil
 Crop Year 2007-2008
 Price Basis
 Pricing Fixed
 Price
 Estimated Rainforest Alliance Premium
 Destination Country Belgium
 Load Port Sao Paulo
 Destination Port ANTWERP

Coffee Information at Container Level

Number of Containers or Farm Origins in this Shipment (whichever is greater) 2

Local No./ Warehouse Receipt No.	Container No.	ICO/Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Growing Region	Q Cert	New Q Cert
3030	CNT3030	SHIP3131	3030	3030	Fair Trade Organic Bahia	Farm Lazabo Tovar, Cert. No. BR.06-IM-1080- COAA	275 69 Kg Bags	SOUTH EAST	10-Facts- about- 10plus2.pdf	

Previous Submit

Haga clic en "Submit" para completar

Haga clic en "Previous" para corregir errores



"Certificado de Transacción emitido"

PASO 4:

LAZARO IS AN EXPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number.

All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Shipment Date (From / To)	Current Request Status	Transaction Type
All Brazil Colombia Costa Rica El Salvador	All 123 Bethony's Wonderful Coffee Brena's Java Coffee, Roaster DJ Exporting	All DJ Exporting Lazaro Tovar Does All	All Aguadas Arabica Undergrade Armenia Bahia Bucaramanga Excolso EP	<input type="text"/> <input type="text"/> Use calendar to select dates	All Results per page All	All Buy New Sale Sell

Producer

All
'Cooperativa, Agrícola Integral "Adelante Chamagua" R.L.
Asociación Guardabosques de la Vereda la Argentina - ASOQUAR
Asociación de Caficultores Alto del Obispo
Cooperativa de Mercadeo Agropecuario Ltda. - Coomagro Ltda.
Daberna Actividades Rurales Ltda. (fazendas Boa Vista, Taboas, Santo Inácio, Bu

En el momento que el certificado se ha emitido aparecerá como parte de los registros.

TOTAL RECORDS: 26 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Description	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
<input type="radio"/>	0000340	Buy	Lazaro Tovar Does All	Brazil	GAEVLE	May 27, 08	'Cooperativa, Agrícola Integral "Adelante Chamagua" R.L.	Arabica Undergrade	20.69 Kg	18.69 Kg	Active

New Sale Edit Delete Consume Sell Upload Sales

Si necesita hacer otra venta selecciona ésta opción

Para **eliminar** el TC ya realizado, debe seleccionarlo y oprimir éste botón.

Para **editar** el TC ya realizado, debe seleccionarlo y oprimir éste botón

Estas dos opciones solo se pueden realizar si el tipo de transacción es una **compra**.

Esta opción es para los **Importadores**, pues por medio de una transacción de un exportador, pueden vender en cantidades más pequeñas a varios tostadores.



"Registro de una compra"

PASO 1:

Para registrar la entrega del café que ha comprado de otro exportador, escoger la transacción de su compra y haga clic "Sell"

D3 IMPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number. All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Producer	Shipment Date (From / To)	Current Request Status	Transaction Type	Results per page
All Brazil Colombia	All Coffee Roaster DJ Roaster	All Bayview Coffee Exporter	All Bucaramanga Cerrado 2/3 Screen 17/18	All Belgica Boa Vista	Jan 12, 2007 Feb 12, 2007 <small>Use calendar to select dates</small>	All	All Buy Sell	All

TOTAL RECORDS: 6 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Destination	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
<input checked="" type="radio"/>	00000270	Buy	Coffee Exporter	Colombia	AMSTERDAM	Jan 18, 07	San Mateo	Bucaramanga	100.70 Kg	100 Bags	
<input type="radio"/>	00000286	Buy	Bayview	Brazil	BUJUMBURA	Feb 01, 07	Boa Vista	Fair Trade Organic Cerrado	100.60 Kg	100 Bags	
<input type="radio"/>	0000100	Buy	DJ Exporting	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18	250.60 Kg	-	
<input type="radio"/>	0000101	Sell	DJ Roaster	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18	250.60 Kg	-	

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Escoger aquí la transacción del producto que compró...

Después haga clic aquí



NOTA: Si la compra no está registrada, contacte a su suministrador y pida que él incorpore los datos.



"Registro de una compra"

PASO 2:

Incorpore los datos de venta en el formulario (la mayor parte de la información la encontrará ahí)

SALES ENTRY

Please complete this form to record your sales transaction. To speed this process for you, This form is programmed to prompt options that are based on the information you supply. Please select Costa Rica as the Country of Origin, then only ports in that country will be offered for selection as the Load Port. Please be aware that these questions will take a few seconds to load. A mandatory field. All sales information submitted is kept strictly confidential and is not released by the Rainforest Alliance to third parties without your prior written consent.

Coffee Information at Shipment Level

Certificate of Transaction No.	To be assigned	
Buyer Contract No.*	P 3432	← Números de contratos
Seller Contract No.*	S 5332	
Transaction Date*	Jan 18, 2007	
Customer*	Coffee Roaster	← El nombre del cliente
Origin	Colombia	
Crop Year	2005-2006	
Price Basis*	Delivered	
Pricing*	<input checked="" type="radio"/> Differential <input type="radio"/> Fixed	← El precio o premio debido a la certificación
Price	15 U.S. cents per pound	
NYBOT	NYBOT	
Mar 07	Mar 07	
Destination Country*	United States	
Load Port*	Buenaventura	
Destination Port*	NEW YORK	
Si no envió la cantidad entera, Ajuste la cantidad		

Coffee Information at Container Level

Number of Containers in this Shipment		1							
** At least one field required.									
Delete	Copy	Local No./ Warehouse Receipt No. **	Container No. **	Shipment Marks *	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity*
<input type="checkbox"/>	<input type="checkbox"/>		1234	abc	50	123	Bucaramanga	San Mateo	100 70 Kg Bags

Previous Proceed

Clic en Previous para corregir cualquier error.

Haga clic aquí para continuar y someta en la pantalla de revisión



"Registro de una compra"

PASO 3:

Usted ha generado su propio certificado de transacción!

CURRENT TRANSACTIONS

FILTER RESULTS BY:

Country of Origin	Buyer	Seller	Quality	Producer
All Costa Rica Guatemala	All Atlantic Specialty Coffee, Inc Atlantic USA	All Amsa CECA S.A	All Costa Rica Fancy Extra Prime Washed	All Cafetaler Finca Pue

TOTAL RECORDS: 1 / PAGE: 1

Select	<u>Transaction Number</u>	<u>Buyer</u>	<u>Seller</u>	Origin	Destination	Shipment Date	Producer	Quality	Quantity	Current Request Status
<input type="checkbox"/>	<u>0000010</u>	Atlantic USA	Exportcafe, S.A	Guatemala	Oakland	Feb 23, 07	San Luis Malacatan	Extra Prime Washed	250 69 Kg Bags	Delete

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Done Internet

Haga clic sobre el numero de transacción para ver el certificado

Paso 4:

Un modelo del Certificado de Transacción

Haga clic aquí para imprimir el certificado para su archivo y para enviar una copia con los documentos de transporte



Rainforest Alliance Certified™
Certificate of Transaction

This certificate documents the sale of the following Rainforest Alliance Certified™ Product

Rainforest Alliance Transaction Number: 0000425

Coffee Information at Shipment Level

Buyer Contract No.:	3030
Seller Contract No.:	3131
Shipment Date:	Dec 30, 08
Customer:	Lazaro Tovar Does All
Origin:	Brazil
Crop Year:	2008-2009
Price Basis:	FOB
Pricing:	Fixed
Price:	123 U.S. cents per pound
Estimated Rainforest Alliance Premium:	132 U.S. cents per pound
Destination Country:	United States
Load Port:	Bogota
Destination Port:	NEW JERSEY

Coffee Information at Container Level

Number of Containers: 1

Local No./Warehouse Lot No.	Container No.	ICO/Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Growing Region
3030	CNT3030	SHIP3131	3030	3030	Fair Trade Organic B ahia	Farm Lazaro Tovar, C ert. No. B RD6-IM-108 D-COAA	275 69 Kg Bags	SOUTH EAST

This certificate accompanies products grown on a Rainforest Alliance Certified™ farm. Products bearing the Rainforest Alliance Certified™ seal were produced under a set of strict environmental and social criteria. Rainforest Alliance Certified™ is a trademark of the Rainforest Alliance and may only be used by companies/parties licensed by the Rainforest Alliance. Questions regarding the Rainforest Alliance Certification program or the source of this coffee should be directed to agriculture@ra.org

www.rainforest-alliance.org

www.rainforest-alliance.org

Print X Close



"Registro de un Consumo"

PASO 1:

Si usted desea tostar el café que ha comprado, selecciona la opción de "Consume"

DJ IMPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number. All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Producer	Shipment Date (From / To)	Current Request Status	Transaction Type	Results per page
All Brazil Colombia	All Coffee Roaster DJ Roaster	All Bayview Coffee Exporter	All Bucaramanga Cerrado 2/3 Screen 17/18	All Belgica Boa Vista	Jan 12, 2007 Feb 12, 2007	All	All Buy Sell	All

Use calendar to select dates

Search Reset

TOTAL RECORDS: 6 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Destination	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
<input checked="" type="radio"/>	0000070	Buy	Coffee Exporter	Colombia	AMSTERDAM	Jan 18, 07	San Mateo	Bucaramanga,	100 70 Kg Bags	100	
<input type="radio"/>	0000086	Buy	Bayview	Brazil	BUJUMBURA	Feb 01, 07	Boa Vista	Fair Trade Organic Cerrado,	100 60 Kg Bags	100	
<input type="radio"/>	0000100	Buy	DJ Exporting	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	
<input type="radio"/>	0000101	Sell	DJ Roaster	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	

New Sale Edit Delete **Consume** Sell

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Seleccione la compra aquí...

Luego hacer clic en "consume" (tostar)



"Registro de un Consumo"

PASO 2:

Actualizar la fecha y cantidad a tostarse.

CONSUME ENTRY

Coffee Information at Shipment Level

Certificate of Transaction No. To be assigned

Transaction Date* May 02, 2007  ← Ingresar la fecha de consumo.

Customer Coffee Grind

Origin Brazil

Crop Year 2007-2008

Price Basis* FOB

Pricing ☐ Differential ☒ Fixed

Price 120 Select Unit

Destination Country* United States

Load Port* Santos

Destination Port* LONG BEACH

Coffee Information at Container Level

Number of Containers in this Shipment 1

**At least one field required.

Delete	Copy	Local No./ Warehouse Receipt No. **	Container No.**	Shipment Marks*	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity*	
<input type="checkbox"/>	<input type="checkbox"/>		CTXU-049938	2-34-0211		S12321	Type 2/3 Natural Ari	Farm1	175	60 Kg Bags

← Clic aquí para proceder

Previous Proceed

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"Registro de un Consumo"

PASO 3:

Revisar los datos y emitir

SALES ENTRY SUMMARY
Please carefully review the data you've entered, before making your final submission.

Coffee Information at Shipment Level		Certificate of Transaction No. To be Assigned
Buyer Contract No.	P 1234	
Seller Contract No.	S 2324	
Transaction Date	Feb 12, 2007	
Customer	Coffee Importer	
Origin	Colombia	
Crop Year	2006-2007	
Price Basis	FOB	
Pricing	135 U.S. cents per pound	
Destination Country	United States	
Load Port	Bogota	
Destination Port	NEW ORLEANS	

Coffee Information at Container Level

Number of Containers in this Shipment: 2

Local No./ Warehouse Receipt No.	Container No.	Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Region
	MAEU-343203	3-24-0631		100232	Popayan Supremo	Belgica	150 70 Kg Bags	Popayan
	MAEU-343203	3-24-0632		100232	Popayan Supremo	San Mateo	100 70 Kg Bags	Popayan

Previous Submit

Click "Submit" para completar

Click "Previous" para corregir algún error

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Done Internet 100%



"Ofertas"

PASO 1:

1. Ingresar en Traceability
2. Seleccionar **My Offers** para registrar una oferta

• Administration • **Traceability** • Use of Seal • Marketing Tools

My Transactions

My Offers

Welcome to the Rainforest Alliance Certified™ Marketplace —
the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products.

MEMBER ACCOUNT ADMINISTRATION

You have control! From here you can quickly and easily manage your member account. Update your contact information, brand portfolio and distribution, add staff members to the newsletter list and more!

RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL

Track certified coffee throughout the Rainforest Alliance Certified™ sustainable value chain — from farm to roasting facility! This is your complete coffee supply management solution.



Clic "Offers" para ingresar a ésta opción



"Ofertas"

PASO 2:

Ingresar sus ofertas de café para promover más ventas

NEW OFFER

The * indicates a mandatory field.

Enter details for new offer

Offer Date*	Feb 19, 2008
Company Name*	LOFT COFFEE
Contact Name	Danner Friedman
Contact email address / Contact Telephone*	loftcoffee@gmail.co / 212 677 1900
Quantity*	100
Quantity UOM*	69 kg bag
Available*	Feb 19, 2008
Product*	Coffee
Origin*	Guatemala
Quality	Strictly Hard Bean
Farm*	Huixoc
Product Location (country)*	United States
Product Location (city)	New Orleans, LA
Price	1.45
Price UOM	US Cts/Lb
Offer expiration date*	Feb 19, 2008
Comments	For testing purposes only

Previous Proceed

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Es opcional ingresar la información de precios

Clic aquí para proceder



"Dónde aparecen mis Ofertas"



En la opción de **"Directory & Offers"** podrá encontrar la publicación de sus ofertas, las cuales son visibles a todos los usuarios del sistema.



**RAINFOREST ALLIANCE
CERTIFIED MARKETPLACE**

Directory
&
Offers

Clic aquí para revisar sus ofertas.

DIRECTORY AND OFFERS

TOTAL RECORDS: 4 / PAGE: 1

Offered By	Name	E-mail	Telephone	Quantity	Quantity UOM	Available	Origin	Quality	Farm	Product Location		Price
										City	Country	
Moredocofe Sole Enterprise	Haile Gebre Lube	moredocofe@ethionet.et	+251 115 506115	600	60 kg bag	Jul 07, 08	Ethiopia	Sidamo	Moredocofe Sole Enterprise	Djibouti	Ethiopia	175US Cts/Lb
Brasileiro Specialty Coffees	DOUGLAS BRASILEIRO	douglas@brasileirospecialtycoffees.com.br	(55)(34) 3831-4800	320	60 kg bag	Jun 19, 08	Brazil	Natural Arabica	Santana e Folhados	Santos	Brazil	20US Cts/Lb
Capitales Unidos	Juan Andres Molins Daglio	juanandres@unicapcoffee.com	503-2270-0106	250	69 kg bag	Mar 02, 09	El Salvador	Strictly High Grown	Lictoria	Juayua	El Salvador	160USD/46 KG



"Uso del Sello"

The screenshot shows the Rainforest Alliance Certified Marketplace website. At the top, there is a navigation bar with links: marketplace home, help, contact, change password, and log off. The main header features the Rainforest Alliance Certified logo on the left and a green banner with the text "RAINFOREST ALLIANCE CERTIFIED MARKETPLACE" in the center. Below the banner, there is a menu with links: Administration, Coffee Traceability, Use of Seal, and Marketing Tools. The "Use of Seal" link is highlighted, and a dropdown menu is visible with two options: "Submission Status" and "Use of Seal Guidelines". Two green dashed arrows point from text boxes to these options. The main content area includes a welcome message, a section for "MEMBER ACCOUNT ADMINISTRATION", and a section for "RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL". A large image of a colorful parrot is visible on the right side of the page.

Welcome Bethany, Lazaro is an Exporter

marketplace home • help • contact • change password • log off

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

Directory & Offers

• Administration • Coffee Traceability • Use of Seal • Marketing Tools

Submission Status

Use of Seal Guidelines

Welcome to the Rainforest Alliance Certified™ Marketplace — the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products.

MEMBER ACCOUNT ADMINISTRATION

You have control! From here you can quickly and easily manage your member account. Update your contact information, brand portfolio and distribution, add staff members to the newsletter list and more!

RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL

Track certified coffee throughout the Rainforest Alliance Certified™ sustainable value chain — from farm to roasting facility! This is your complete coffee supply management solution.

Clic aquí para solicitar un arte, nuevo diseño para su aprobación ó revisión de su presentación.

Para obtener la guía del uso del sello, hacer clic aquí





¿Como acceder a la Guía Uso del Sello?



Welcome Bethany, Lazaro is an Exporter

[marketplace home](#) • [help](#) • [contact](#) • [change password](#) • [log off](#)

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

Directory
&
Offers

• [Administration](#) • [Coffee Traceability](#) • [Use of Seal](#) • [Marketing Tools](#)

[Submission Status](#)

[Use of Seal Guidelines](#)

Clic Use of Seal Guidelines
Para obtener ésta página

USE OF SEAL GUIDELINES

To open, download, or print these Guidelines, click on preferred version.
[In English](#) (Spanish Available Shortly)

The Guidelines are in [Adobe Acrobat](#)

The RAC seal is a trust-mark that indicates quality and commitment to sustainable farming practices. Companies using the RAC seal gain the reward of a marketplace where consumers are increasingly asking for responsibly produced products.

Producers whose farms are Rainforest Alliance Certified™ and buyers who source products from these farms are granted conditional permission to use the Rainforest Alliance Certified™ (RAC) seal on their products and in related marketing materials as set forth in our guidelines.

The process is simple. Once you have added the seal and/or copy to your design layout complete the Approval Request form, upload/attach your files and press submit. Our review process generally takes about five (5) days. If the artwork does not meet our guidelines, you will be promptly notified with requested changes.

The RAC seal is a proprietary, single graphic unit that must never be altered from its original form. Our Use of Seal Guidelines was developed to protect the value and integrity of the RAC seal. You are advised to read though our Guidelines carefully before applying the seal to any of your packaging and/or marketing materials. Trust us, it will save you time in the long run! As always if you have any questions, please do not hesitate to [contact us](#).

* Please note that if you wish your designer or agency to access this section of the portal to manage this process, you must grant them access by registering them under your company membership. Go to Account Management and select User Access.

[Request Artwork](#)

[New Submission](#)

Clic aquí para
poder bajar la
Guía del Uso del
Sello.



Guía para etiquetado abierto en formato pdf



Rainforest Alliance Certified™ Labeling Guidelines Seal Usage

Minimum Size Requirements

Following minimum size guidelines ensures that the seal is consistent and legible in all applications. For product packaging and marketing materials the RAC seal should never be reproduced smaller than one inch (25 mm) across.

CORRECT ✓



1 in (25 mm)

INCORRECT ✗



0.5 in (12.5 mm)

Figure 3. In the "correct" example the seal is exactly 1 in (25 mm) across and remains legible, while in the "incorrect" example the seal is 0.5 in (12.5 mm) across (the "incorrect" example) it becomes illegible.

Scaling the size of the seal to the size of the marketing material is permitted; on large marketing materials such as banners or displays, the seal size must be increased in diameter proportionately to the size of the material to ensure highest visibility.

Approved Color of the RAC Seal

To ensure consistency, the RAC seal is approved for use in only one color: Pantone® 625 green. No other color versions of the seal are permitted. The green RAC seal is set on a white background, and has a thin white outline around the edge of the seal to ensure that it stands out from any background color. For black and white promotional materials only, the RAC seal is available in black on a white background. No other background colors are permitted to show through the seal.

A.



B.



C.



Figure 4. The RAC seal is shown properly placed on both a solid color background (A) and a textured background (B). The black and white seal (C) is for printing on black and white promotional materials only.

Refer to the "File Format & Color Reference" section (page 10) of this document for additional information.



Después de revisar la Guía, requerir el arte del sello para usarlo en sus productos, para lo cual se deben de seguir los siguientes pasos.

1. Ingresar en **Use of Seal**
2. Seleccionar **Use of Seal Guidelines**
3. Clic en **Request Artwork**

USE OF SEAL GUIDELINES

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[Request Artwork](#) [New Submission](#)

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Clic aquí para obtener ésta página

Luego hacer clic aquí para requerir el arte



Requerir el arte del sello en línea

Welcome Dethano Lazaro to an Exporter marketplace home • help • contact • change password • log off

RAINFORREST ALLIANCE CERTIFIED MARKETPLACE

Administration • Traceability • Use of Seal • Marketing Tools

REQUEST SEAL ARTWORK

As a registered member you are entitled to use the Rainforest Alliance Certified™ seal on packaging and marketing materials pertaining to sustainably grown products you have sourced from certified farms. Please complete this request form and electronic art files, in both high resolution for print and low resolution for Web sites, etc. will be e-mailed to the address submitted. Please note that all fields marked * are mandatory.

Please carefully read through our Labeling Guidelines before you start your project... it will save you time!

Company Name:	Lazaro is an Exporter
Full Name:*	Isabella
Telephone Number:*	Gamboa Please enter country code (not for USA), area code and number like 91-124-2397660.
Email ID:*	lgamboa@gmail.com (Please fill your correct email id. The artwork will send you via mail.)
Email ID:*	lgamboa@gmail.com Please re-enter email address for verification.
Proposed Use:*	<div> <input checked="" type="checkbox"/> Advertising <input type="checkbox"/> Branded Packaging <input type="checkbox"/> Carrier Cases <input type="checkbox"/> Consumer Brochures <input type="checkbox"/> Employee Training Kits </div> <p>To select/de-select more than one option, hold down the control key and make your additional selections.</p>
<p>All users of the Rainforest Alliance Certified™ Seal are required to sign a <u>no fee</u> Licensing Agreement with the Rainforest Alliance. We do not have a valid Licensing Agreement on file for your company, so please complete the form below and we'll send you a signed agreement, which you can then countersign and send back to us. Once we have a copy of a signed Licensing Agreement on file, we can release the seal art files to you.</p>	
Contact Name:*	Lazaro
Company's Legal Name:*	Lazaro is an Exporter The exact official name, for legal purposes, of your entity. Please include correct suffix if applicable.
Jurisdiction of Organization:*	Private For U.S. counterparty, please identify the state under whose laws company is organized. For non-U.S. counterparty, please identify the country under whose laws it is organized.
Type of Legal Entity:*	Sociedad Anónima Please identify your company's legal entity type. Some examples are "corporation", "not-for-profit corporation", "limited liability company", "société anonyme", "sociedad anónima" and "sociedad anónima de capital variable."
Full Company Address:*	460 Summer St, Suite 401

Previous Submit



Proveer información Licencia

date

Licensee's legal name
Address line 1
Address line 2
Attention: name of person

NON-EXCLUSIVE LICENSE AGREEMENT

Ladies and Gentlemen:

We refer to the Rainforest Alliance Certified™ Labeling Guidelines (as updated from time to time, the "Guidelines"), a copy of the most recent version of which you have received, and which is also available at www.rainforestalliance.org. The Guidelines describe the Rainforest Alliance Certified Seal (the "Seal") and the policies and procedures governing authorized reproduction and other use of the Seal. The Seal may only be reproduced or otherwise used in compliance with the Guidelines, on products from forestry or agricultural operations certified for sustainability by the Rainforest Alliance and with the prior written approval of the Rainforest Alliance.

1. License. Subject to the terms and conditions of this agreement, we, Rainforest Alliance, Inc., a New York not-for-profit corporation, are pleased to grant to you, Licensee's legal name, a/an jurisdiction of organization type of legal entity, a non-exclusive, non-transferable, royalty-free license to reproduce the Seal on product packaging and off-product promotional materials for agricultural products from farms certified under the economic and social sustainability standards of the Sustainable Agriculture Network (each such farm, a "Certified Farm," and each such product derived from a Certified Farm, the "Certified Farm Product").
2. Prior Review and Written Approval. Prior to any public display of the Seal or any text relating to the Rainforest Alliance or Rainforest Alliance certification, you must forward to us for our written approval a copy of the Seal or such text as it will appear to the public. Once we have approved any such materials, you may not make any material changes to them without first obtaining our written approval. You may not use, reproduce or alter the Seal in any manner without our prior review and written approval.
3. Certified Farm Product. You agree to accurately and fairly represent all Certified Farm Product and the scope of Rainforest Alliance certification. You agree that you will not be involved, directly or indirectly, in the sale, marketing or advertising of products not from Certified Farms in connection with the Seal.



Presentar el diseño para su aprobación

Welcome David, DJ Importer [marketplace home](#) [help](#) [contact](#) [change password](#) [log off](#)

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

[Administration](#) [Coffee Traceability](#) [Use of Seal](#) [Marketing Tools](#)

[Submission Status](#) [Use of Seal Guidelines](#)

[Members Directory](#) [Shop Certified](#)

DESIGN SUBMISSION STATUS

Using the easy sort function, you can check on the status of all your current design submissions and review previously approved submissions. You can select more than one option in any of the criteria by holding down the control key. Click on the Submission Number if you need to review your original submission form.

FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
All Branded Packaging Point of Sale Materials	From <input type="text" value="Mar 27, 2007"/> To <input type="text" value="Apr 27, 2007"/> <small>use calendar to select dates</small>	All Ongoing	All Coffee	All

TOTAL RECORDS: 1 / PAGE: 1

Select	Submission Number	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/ Copy
<input type="radio"/>	71	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

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Luego clic en new submission

Clic submission status Para obtener ésta página.



Describir acerca de su producto

Welcome David, DJ Importer [marketplace home](#) [help](#) [contact](#) [change password](#) [log off](#)

 **RAINFOREST ALLIANCE CERTIFIED MARKETPLACE** [Members Directory](#) [Shop Certified](#)

[Administration](#) [Coffee Traceability](#) [Use of Seal](#) [Marketing Tools](#)

DESIGN APPROVAL REQUEST UPDATE

Company Name:	DJ Importer
Name of Holding or Parent Company:	
Full Name:	DJ Importer
Email:	djoelson@hotmail.com

Please identify the Rainforest Alliance Certified™ product associated with this design submission:

<input type="checkbox"/> Bananas	<input type="checkbox"/> Citrus	<input type="checkbox"/> Cocoa
<input checked="" type="checkbox"/> Coffee	<input type="checkbox"/> Ferns	<input type="checkbox"/> Flowers
<input type="checkbox"/> Heart of Palm	<input type="checkbox"/> Macadamia	<input type="checkbox"/> Orange Juice
<input type="checkbox"/> Passion Fruit	<input type="checkbox"/> Pineapples	<input type="checkbox"/> Tea
<input type="checkbox"/> a1	<input type="checkbox"/> Other, Please Specify <input type="text"/>	

Please let us know who is supplying you with the Rainforest Alliance Certified™ coffee you are using in the product/s associated with the design materials being submitted.

Coffee Farmer	Exporter	Importer	Roaster/Retailer	Roaster/Wholesaler
Comp1	ABC COFFEE TRADING	Ann Arbor Tradir	Ann Arbor Tradir	Ann Arbor Tradir
Comp12	Ann Arbor Tradir	Coffee Grind	Brona's Java	Coffee Grind
Comp13	Coffee Exporter	Coffee Importer	DJ Roaster	Coffee Roaster
Comp23	DJ Exporting	DJ Importer	J & J Company	DJ Roaster
Comp24	DJ Test Co II	J & J Company	Las Nubes S.A.	J & J Company

To select/de-select more than one option, hold down the control key and make your additional selections.

If your supplier is not listed, please write in company name

Please note that if your supplier is not already a member of the Rainforest Alliance business community, they will have to register before any design materials may be approved. This is necessary to ensure full traceability of certified coffee and uphold the integrity of the seal.

The brand name of product containing Rainforest Alliance Certified™ content is:

[Previous](#) [Proceed](#)

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Completar el formato y el sistema
enviará adjunto el arte

Click Proceed

Done

Internet

100%



Regresar a la página y verificar el estatus de aprobación

Welcome David, DJ Importer

marketplace home • help • contact • change password • log off

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

Members Directory Shop Certified

Administration • Coffee Traceability • Use of Seal • Marketing Tools

Submission Status Use of Seal Guidelines

DESIGN SUBMISSION STATUS

Using the easy sort function, you can check on the status of all your current design submissions and review previously approved submissions. You can select more than one option in any of the criteria by holding down the control key. Click on the Submission Number if you need to review your original submission form.

FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
All Branded Packaging Point of Sale Material	From Mar 27, 2007 To Apr 27, 2007 use calendar to select dates	All Ongoing	All Coffee	All

Search Reset

TOTAL RECORDS: 1 / PAGE: 1

Select	Submission Number	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/ Copy
<input type="radio"/>	<u>71</u>	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

New Submission Update History

Clic submission status para obtener esta página

El proceso de aprobación todavía tiene un estatus "Pendiente" (el sistema indicará cuando esté Aprobado)



Herramientas de Mercadeo en línea



Welcome David, DJ Importer

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RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

[Members
Directory](#)

[Shop
Certified](#)

• [Administration](#) • [Coffee Traceability](#) • [Use of Seal](#) • [Marketing Tools](#)

Clic Marketing Tools para ver
nuestras nuevas paginas promocionales

DESIGN SUBMISSION STATUS

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FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
<div>All</div> <div>Branded Packaging</div> <div>Point of Sale Material</div>	From <input type="text" value="Mar 27, 2007"/> To <input type="text" value="Apr 27, 2007"/> use calendar to select dates	<div>All</div> <div>Ongoing</div>	<div>All</div> <div>Coffee</div>	<div>All</div>

TOTAL RECORDS: 1 / PAGE: 1

Select	<u>Submission Number</u>	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/Copy
<input type="radio"/>	<u>71</u>	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

Recursos
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what's
newwhat
we dowhere
we workhow
to helpabout
us

selling sustainability

- building a strategy
- crafting the message
- using the seal
- gathering stories
- company case studies
- interviews with marketing executives
- market studies and resources
- marketing events and trade shows
- media coverage
- contact us

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programs

- agriculture
- forestry
- tourism
- education
- adopt-a-rainforest
- neotropics
- communications
- community conservation enterprises
- business fellowships

Selling Sustainability...

search

...Or How to Tell Your Customers that You're Part of the Solution



You've done the hard part... You've made the commitment to support sustainability by becoming a Rainforest Alliance partner company.

The next step is to build customer loyalty by demonstrating that you are an innovative, forward thinking company ... a company that is part of the solution.

And we're here to help. In these promotional pages you will find tips on building a successful communications and marketing strategy, educating your employees and networking with like-minded companies.

We Know that Sustainability Sells -- [Independent research](#) shows that consumers are increasingly aware of conservation and social justice issues and are prepared to support sustainability with their purchases. By promoting your company's affiliation with the Rainforest

Slideshow



Promote your partnership with the Rainforest Alliance. Here are [examples](#) of how our partners are successfully highlighting the Rainforest Alliance logo.

Ver ejemplos del uso
del sello



Ejemplos de páginas promocionales de Uso del Sello

Marketing Your Certified Products: Examples

Asia	Australia	Europe	Latin America	North America
				
<p>Point of sale materials Bolling Green Cafe United Kingdom</p>				
				

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Esperamos que éste manual haya sido útil para usted, si aún tiene preguntas, por favor contáctenos a: rac@ra.org

¡Todas sus sugerencias son bienvenidas!